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Automotive News

Detroit, October 19, 1981

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57th year—$40 per year, $1.00 per copy

An Austrian dream

Scorpio—for $75,000

Heinz M. Riemer, of Gattendorf, Austria, is offering the Scorpio, a high-performance sports car with a fiberglass body and gull-wing doors. It is powered by a Chevrolet V-8 or other American engines. It's not for the bargain hunter—the price is about $75,000.

Lackluster new-car intros hike inventory to 69 days

By Richard A. Wright
Assistant Managing Editor

September was marked by a new-car introduction period that stirred little excitement among dealers or the public and no sales surge. One result: Domestic new-car inventories climbed during the month to 69 days, up from 64 a month earlier.

Another result: More rebates.

The domestic new-car inventory totaled 1,426,922 on Oct. 1, which was actually down from 1,485,692 on Sept. 1. But because of the lower sales rate in the past month, the stockpile grew in terms of days supply.

A year ago, the industry had 1,373,383 new cars in inventory, which was a 71-day supply, heaviest ever for an Oct. 1. So the situation has improved a bit in the past year.

A new sales pattern seems to be emerging, however, which could cause some changes in the way cars are marketed. The importance of new-model announcements has been declining in recent years and this year new-model time seemed dead, or at least seriously wounded.

Sales were better in August, when the industry was awash with various rebate schemes, and they may pick up in October as rebates return. It appears that price, not romance or hoopla, is firmly in the saddle.

Roughly half of the Oct. 1 domestic stockpile was made up of carryover '81 models.

Only American Motors and Volkswagen of America opened October with lighter supplies than a month earlier, although General Motors cut its unit count despite its higher days-supply figure. AMC had a 60-day supply Oct. 1, down from 79½ days, and VWoA had a 61-day stockpile, down from 76 days.

GM opened October with a 62-day supply, up from 60 days on Sept. 1, despite the fact that

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Dealers must buy quota to qualify for retail payments

Chrysler launches $300-$1,000 push-pull rebate program

By Joseph Bohn
Marketing Editor

Chrysler Corp. uncorked a controversial push-pull type rebate last week, designed to drum up wholesale orders and spur retail activity. Payments to customers range from $300 to $1,000.

Meanwhile, Toyota and Datsun continued hammering at soft truck sales with new cash incentives of their own.

Under the Chrysler program, dealers are compelled to step up to their full allocation of fourth-quarter units to participate in the retail rebate.

They are required to submit 70 percent of their domestic vehicle and 30 percent of their import allocation orders by Oct. 23; 100 percent of their domestic and 70 percent of their import orders by Nov. 20 and 100 percent of the import orders by Dec. 11 to participate.

Dealers were waiting to see what their assigned purchase requirements were before assessing the program. They expected them to be pretty high.

Ray Cohen, executive vice president of the Independent Dealers Committee Dedicated to Action, expressed concern that the new Chrysler program "puts dealers who are economically unable to participate in a precarious position."

At presstime, dealers in the Detroit area were busily calling one another to get a reading on the numbers which weren't yet available.

One Detroit dealer said that dealers would decide as a group "more so than with other programs" whether to participate.

Company officials, who had previously sworn off push-pull programs, seemed to feel they had little choice this time around. Fourth-quarter orders have not been high enough to sustain production.

Payments under the retail portion of the program, which runs from Oct. 14 to Dec. 31,

Continued on Page 44, Col. 1

Turnbull, Derrick also elected to offices

Lyles is NADA president for '82

COLORADO SPRINGS. — George W. Lyles, a Chevrolet and Rolls-Royce dealer in High Point, N.C., has been elected NADA president for 1982.

He was elected by NADA directors at a meeting here last week and will take office following the NADA convention in Atlanta next February.

George W. Lyles

As president, Lyles will succeed Wendell H. Miller, a Dodge - Honda-Lincoln - Mercury dealer in Binghamton, N.Y.

The board also elected William C. Turnbull Sr. first vice president and H. E. (Buddy) Derrick Jr. secretary. They also will take office next February. As first vice president, Turnbull will be NADA president-elect and will move into the top job in 1983. Lyles currently is first vice president.

Turnbull is a Buick-Subaru dealer in Huntington, W. Va., and Derrick handles Pontiac, Cadillac, GMC, AMC and Jeep in Lexington, Va.

Lyles is president of Lyles Chevrolet Co. and Transco, Inc. (Rolls-Royce), High Point, N.C. He has been a new-car dealer since 1946 and an NADA director since 1975.

He was chairman of the Industry Relations committee in 1978, NADA treasurer in 1979-80 and first vice president the past year. Lyles is a past president of the North Carolina Automobile Dealers Assn. and is a former chairman of the Chevrolet National Dealer Council.

Turnbull is owner-operator of Turnbull Buick-Subaru, Huntington, W. Va. He has been an NADA board member since 1976 and currently is treasurer

Continued on Page 8, Col. 3

breaking news

Peugeot shuffles production setup

BELFORT, France. — Assembly of the Peugeot 305 is being transferred out of the giant Sochaux complex to the Mulhouse plant. At Mulhouse, which assembles the 104 at the rate of 1,290 cars a day, the 305 will add 103 cars a day. Industry sources believe freeing up capacity at Sochaux can only mean retooling for a new model.

Chrysler salaried workers to get profit-sharing

DETROIT.—Chrysler Corp. is setting up a profit-sharing program for non-union employes who made wage concessions.

See BREAKING NEWS, Page 8, Col. 1

Committee may ignore industry pleas to loosen up

Senate eyes even tougher emission controls

By Helen Kahn
Washington Bureau Chief

WASHINGTON.—A proposal to retain and even tighten emission controls on new cars is under active consideration and is slated for committee markup in the Senate, despite strong industry efforts to retreat from the present standards.

The draft developed by a Senate committee staff would not allow CO emissions to go from the statutory 3.4 gpm to 7 gpm (as in the industry-backed proposal now in the House of Representatives) but would require three years of waivers for an auto maker which showed actual savings to the customer.

It would make no change in NOx emissions — keeping them at 1.0 gpm instead of the House provision for loosening NOx to 2.0 gpm.

Further regulation under the Senate draft might be possible for diesel engines — requiring that no later than Jan. 1, 1984, EPA would have to decide whether sulfur emissions from diesels should be regulated.

The Senate draft would also set into legal concrete a diesel particulate standard of 0.2 gpm for cars and 0.26 gpm for light trucks and vans, effective no later than 1986 models.

But in the area of heavy-duty engines, both House and Senate bills are similar. The Senate draft would mandate a minimum leadtime of four years and a minimum stable period for emissions. The House bill would give EPA flexibility.

The Senate draft — scheduled for markup during the last week in October—would provide that high - altitude vehicles starting with '84 models meet national standards. But compliance could be determined by the test used by EPA for '82 and '83 models or by California. This is also different from the House "Traxler-Hillis" bill.

Finally, in the Senate draft bill, there is no mention of "averaging" or a "mobile bubble" which are included by way of a study in the House bill.

The Senate proposal also gives no consideration to controlling only reactive HC.

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Calls Van de Water a 'union buster'

Fraser blasts Reagan's NLRB choice

By Marjorie Sorge
Labor Editor

DETROIT. — The Federal Reserve Board should be reconstructed and John R. Van de Water, President Reagan's nominee as chairman of the National Labor Relations Board, is a "union buster" and should not be confirmed, according to UAW President Douglas A. Fraser.

After speaking to the Graphic Arts International Union Convention here last week, Fraser said the NLRB would be tainted if Van de Water is confirmed.

He also said "it's time to end the dictatorship over this economy of Paul Volcker (current Fed chairman)." He said the U. S. will not have a healthy economy until Volcker is out, and he said the board chairman should be elected not appointed. According to Fraser, Volcker would have been put out of office if he had to stand for election.

Currently, the Fed chairman is appointed by the President for a four-year term. Volcker's expires in August, 1983. The appointment to the Fed is for 14 years. Volcker will be on the board until 1992 if he chooses.

"I question a democratic society where an appointee for 14 years has such power in a bureaucratic society," Fraser said.

He also predicted there would be another Reagan proposal to cut Social Security benefits, and he suggested borrowing money from the health and disability funds to help pump up general Social Security funds. He said 71 cents of every dollar paid into the fund goes to Social Security per se, 19 cents goes to health care and 10 cents is for disability.

• The union has long blamed the problems in the auto industry on tight money and high interest rates, policies of the Fed. Fraser said he "sees no light at the end of the tunnel until the interest rates come down substantially."

He said the industry will not show sales gains in the fourth quarter but said he is hopeful that the first quarter of 1982 will show some kind of upswing.

The union is hopeful for an upturn in the auto industry before negotiations begin next year. It already faces a difficult round of bargaining since the auto companies are threatening takeaways in benefits and more offshore sourcing to cut costs.

Since bargaining next year promises to be complicated, Fraser said the UAW will set up study teams "within a matter of days" to begin ironing out the more complicated issues with similar teams at Ford and General Motors.

Spokesmen for both Ford and GM said the companies have made no concrete plans for study groups and are waiting for the UAW to approach them on the subject.

While the complexity of next year's negotiations is plaguing the union, so is President Reagan's nominee as chairman of the NLRB. The UAW and the AFL-CIO say Van de Water is an anti-union labor lawyer hired by U. S. companies as a consultant to keep the unions out.

One AFL-CIO official said Van de Water's situation is of paramount importance in labor relations. He said the nominee's Los Angeles law firm, Van de Water and Associates, has been involved in anti-union practices and "management people have been paying his way for years now."

Both the AFL-CIO and the UAW want a neutral chairman

Continued on Page 46, Col. 1

Mercedes 540-K by Sbarro

Sbarro, the Italian-Swiss car designer and builder, has developed a replica of the 1936 Mercedes-Benz 540-K sport roadster. It costs $100,000 and up, and five have been sold. The body is fiberglass and the mechanical parts are from today's Mercedes-Benz 500-SE, including 5-liter V-8 and four-speed automatic transmission. The top and rumble seat are electrically operated.

Domestic total is 147,366; all makers down

Early October sales lowest since '58

By Jenny L. King
Staff Writer

The 1982 domestic model year got underway in early October with one essential ingredient missing: Customers.

Early October new-car sales were at their lowest level since 1958, and stood at about one-half the number of passenger cars sold in 1968, the record for the period.

Oct. 1-10 sales this year totaled 147,366, down 34.56 percent from 225,202 in 1980 and worst since the pallid 88,254 sold back in 1958. Strongest sales for early October were in 1968 when 298,105 new cars were retailed by the U. S. auto dealers.

Not one sales increase—either by corporation or make — was notched during the period. Chrysler Corp., which had a long string of 10-day increases (based on daily-rate comparisons) stretching back to early February of this year, finally slipped back, its sales down 28.46 percent, to 19,932 from 27,860.

General Motors reported sales of 86,887 new cars, down 31.89 percent from 127,573 a year earlier. Ford Motor Co. plunged 43.28 percent, to 34,618 from 61,029. Volkswagen of America retailed 2,529 new Rabbit sedans, down 7.70 percent from 2,740. Sales of American Motors passenger cars were estimated at 3,400, down 43.33 percent from 6,000.

Market shares were redistributed in this fashion: GM was up to 58.96 percent from 56.65 percent last year. Ford dropped to 23.49 percent from 27.10 percent; Chrysler expanded to 13.52 percent from 12.37 percent; AMC dipped to 2.31 percent from 2.66 percent, and VWoA was up to 1.72 percent from 1.22 percent.

VWoA's 7.70-percent drop and Cadillac's 3.08-percent slip looked good compared with the declines suffered by the 12 competing makes. Imperial was down 84.77 percent, Chrysler was down 67.15 percent, Ford was down 45.46 percent, AMC was down 43.33 percent and Mercury was down 38.65 percent.

Buick was down 38.16 percent, Lincoln was down 33.17 percent, Oldsmobile was down 32.63 percent, Pontiac was down 32.19 percent, Chevrolet was down 32.17 percent, Plymouth was down 22.57 percent and Dodge was down 17.99 percent.

With nine selling days in the period both years, the daily rate of 16,374 for Oct. 1-10 was down 34.56 percent from the 25,022 average in 1980.

Oldsmobile Cutlass Supreme was the top nameplate in early October, with sales of 7,038. It was followed by Plymouth Reliant at 6,260, Ford Escort at 6,017, full-size Chevrolet at 5,377 and newcomer Dodge Aries at 5,108.

DOMESTIC SALES

	Oct. 1-10, 1981	Oct. 1-10, 1980
AMERICAN MOTORS	3,400†	6,000†
Chrysler	1,347	4,101
Imperial	78	512
Plymouth	9,438	12,189
Dodge	9,069	11,058
CHRYSLER CORP.	19,932	27,860
Ford	24,018	44,034
Mercury	8,478	13,820
Lincoln	2,122	3,175
FORD MOTOR	34,618	61,029
Buick	16,932	27,380
Cadillac	7,137	7,364
Chevrolet	29,435	43,397
Oldsmobile	21,095	31,312
Pontiac	12,288	18,120
GENERAL MOTORS	86,887	127,573
VOLKSWAGEN	2,529	2,740
INDUSTRY TOTAL	147,366	225,202

† Estimate

Scotland Yard investigation uncovers no wrongdoing

DeLorean files libel suits after financial probe

By Edward Lapham
Financial Editor

John Z. DeLorean last week filed libel suits in a London court against seven parties, including two former employes and the British Broadcasting Corp.

The suits were filed after British legal officials announced they had not uncovered any financial wrongdoing on the part of DeLorean or his organization.

The investigation by Scotland Yard was prompted when Marian Gibson, a former secretary in the New York office of DeLorean Motor Co., gave certain information to Nicholas Winterton, a member of Parliament. Winterton gave the information to legal officials who launched what was termed a routine investigation.

The investigation seemed to center on a memo from William Haddad, former DeLorean Motor Co. vice president, to DeLorean, warning the former GM executive of several possible financial irregularities in the company and other situations Haddad felt threatened the company.

DeLorean denied having received the memo and told British reporters it was "a forgery."

Haddad, the former executive director of corporate communications, said he and DeLorean began renegotiating his employment contract in September before any of this came to light. Haddad told Automotive News he had confirmed to Scotland Yard that it was a memo he had written last December.

In addition to the BBC, Haddad, Winterton and Gibson, the London libel writs also included British freelance writer John Lisners, who wrote a story about the alleged irregularities; Mirror Group Newspapers, Ltd., publisher of the Daily Mirror, which printed the article, and Independent Television News. London sources put the potential award value of the lawsuit at about $250 million.

DeLorean retained the services of Goodman, Derrick & Co., a respected London law firm headed by Lord Goodman, who filed the suits on behalf of DeLorean, DMC and the DeLorean Motor Cars, Ltd., unit.

The language of the British officials who announced the end of the investigation was quite explicit.

Sir Michael Havers, British attorney general, said that Scotland Yard had found "no grounds" for "continuing police inquiries into the firm's affairs." Havers was joined in halting the investigation by Sir Thomas Hetherington, director of public prosecutions.

Most observers were surprised by the libel writs.

One observer close to the situation said, "I would think that DeLorean would want to get this off the front page and just plain let it die down. He was already cleared by Scotland Yard."

A DMC spokesman in New York told Automotive News, "John's goal is to clear the company completely."

DeLorean, who went to Belfast for a press conference, told one newspaper he believed there might be a political or economic conspiracy to kill his company.

Assessments aimed at pedestrian protection

Cadavers used in NHTSA crash tests

By Helen Kahn
Washington Bureau Chief

WASHINGTON. — Cadavers are being used as surrogates for real people in research by Calspan in trying to assess the effectiveness of changes in the front ends of cars to reduce pedestrian deaths and injuries.

Some 8,000 pedestrians are killed each year and some 140,000 are injured annually in relatively low-speed auto crashes.

NHTSA said it uses bodies that have been willed to science and only after careful consultation with families. They are being used in this particular research project because anthropomorphic dummies have inadequate responses for legs and pelvic areas.

Some years ago, then-California Rep. John Moss raised questions about the use of cadavers which were used in the '70s for crash testing. At that time, NHTSA had no formal internal regulations or formal policies for using corpses. It relied on contractors and universities which abided by guidelines set by the Health, Education and Welfare Department.

After that Congressional hearing, NHTSA established its own program for justification and monitoring and went to the National Academy of Science for guidance. In reviewing its earlier uses for cadavers, NHTSA found the guidelines used by its contractors were essentially the same.

Its policy is to use cadavers only when dummies are clearly inadequate and where live volunteers are not available.

Live volunteers are commonly used for sled tests, but a NHTSA spokesman noted it is not possible to use volunteers for tests that could result in broken legs.

NHTSA, through three contractors, is using cadavers for frontal and side impact studies and to investigate possible changes to the dummy to make it more lifelike — areas such as the chest cavity.

• In the Calspan research — done as part of a pending proposal for pedestrian protection to see if a vehicle modified to produce a 700-pound weight (about 100 G-forces at 25 MPH) impacting a seven-pound leg can mitigate injuries.

A baseline Pontiac LeMans is used along with a modified LeMans. Eight cadavers are being used for each vehicle as the cadavers become available. Cal-

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Cites peril of today's labor costs

Talk now or lose jobs, GM's Smith tells UAW

NEW YORK. — General Motors Chairman Roger B. Smith last week issued a strong call to the UAW to sit down now and discuss labor costs.

The alternative, he said, is more plant closings, more lost jobs and more domestic auto work going offshore.

"The lights in U. S. auto plants have been going out all over America — extinguished by high labor costs," Smith told the 50th international conference of the Financial Executives Institute.

"The price is too high for us," he said, "and it's too high for our employes. Remember, the ultimate cost of noncompetitive labor costs is jobs."

He said that figures compiled by the U. S. Department of Transportation show that in the last two years, domestic auto makers have closed or announced closing of more than 20 facilities affecting 50,000 workers.

In many cases, he said, those jobs were permanently lost, and there was a reduction in the community's economic base.

Smith said there is an urgent need for GM and the UAW to sit down now and discuss these labor costs.

"Unless we can get a handle on excessive labor costs in our industry, there will be more plants shutting down — and more auto industry jobs going offshore," he said.

"Because of our long lead times, important business decisions affecting General Motors' future — and our employes' future — are being made every day, based on present circumstances. We can't wait until next year to start our discussions. We need to address the labor cost differential now, before too many jobs are lost."

The "next year" was a reference to the Sept. 15, 1982 expiration date of the auto makers' present contracts with the UAW.

• Smith said GM's labor costs are currently 80 percent higher than those of Japanese auto makers and also about 80 percent higher than the average costs for all of American manufacturing.

Over the last decade, the situation has greatly deteriorated, he added. For example, he said, the premium in labor costs at GM was only some 50 percent higher than those in the rest of American manufacturing, but today, the premium has grown to 80 percent.

"If this sort of trend were to continue, becoming competitive would be not just difficult, but impossible," Smith said.

"All this adds up to one simple fact of life: If GM is to continue to have viable operations here in North America, and if we are to continue to maintain a high level of employment in the U. S., then we and the union are going to have to sit down together."

Any agreement that would help correct the labor-cost disparity could send positive signals throughout the economy — particularly at a critical time like this, according to Smith.

Such an agreement, he said, could have a beneficial influence on negotiations in other American industries, and it would represent an enormously important contribution to the welfare of the entire country.

Smith said that while plant

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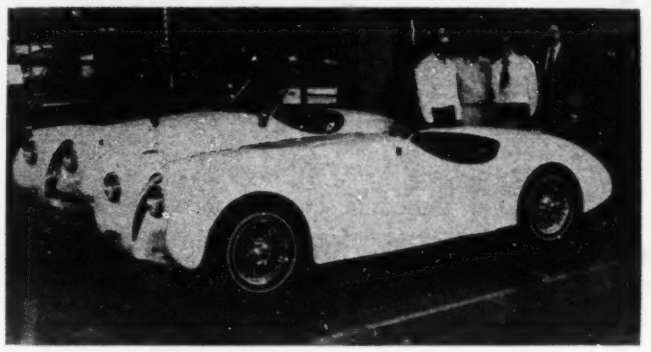

Z-Jag production begins

Automobili Intermeccanica has begun assembling the Z-Jag, a fiberglass reproduction of the Jaguar XK-120 with Datsun 240-Z engine, under contract to Coventry Classics, Santa Ana, Calif. Output of the $30,000 Z-Jag is put at one per week. At Intermeccanica's Fountain Valley (Calif.) plant are, from left, Tony Baumgartner, Intermeccanica president; Martin LeVan, Coventry Classics president; Howard Goldman, president of Z-Jag dealership Moss Motors, Santa Barbara, and Glen Adams, Moss Motors general manager.

CAS would prevent makers from exchanging emission-control data

Suit tries to revive 'conspiracy' ban

By Helen Kahn
Washington Bureau Chief

WASHINGTON. — The Center for Auto Safety has asked the federal district court in Los Angeles to intervene in the action allowing two key provisions of the "smog conspiracy" consent decree to lapse.

CAS asked that the Aug. 3 court order be set aside on grounds that the U. S. failed to comply with the Antitrust Procedures and Penalties Act by not affording the public the opportunity to comment on the proposed settlement.

The two provisions had been dropped by Judge Jesse Curtis at the request of the Justice Department. The provisions had forbidden companies from exchanging restricted information on emissions controls and had banned joint company filings on regulated matters through trade associations or other means.

Theoretically, at least, this ended the most onerous requirements of a 10-year-old consent settlement affecting the four domestic makers and the MVMA.

In January, 1969, the U. S. filed a civil antitrust case against the domestic auto industry, charging conspiracy to delay the installing of emission control devices in California.

Nine months later — Oct. 29, 1969 — agreement was reached in a consent decree. A year before the decree's two provisions were due to expire, the Justice Department moved in court for a 10-year extension, arguing it was needed to assure a "healthy competitive climate."

The court agreed but later, in response to a petition for reconsideration by Ford Motor Co., the court reversed itself and denied the government's motion.

On appeal, the Ninth Circuit Court reversed the district court and remanded the case to the lower court for further procedures. But last April, the Reagan Administration announced a change in position, and the Justice Department and the companies entered into a single-sentence stipulation dismissing the government's motion to extend the two provisions for another 10 years.

It is this lack of notice to the public that forms the basis for the challenge being mounted by the Center for Auto Safety.

If the court allows CAS to intervene, it would presumably then allow the Justice Department to give notice and explanation. If still convinced the provisions should lapse, the court could then make the stipulation. The court would then hear the opposing viewpoint of CAS and possibly others.

The center is invoking its right to be informed and heard — and issue closely linked to the act which was created in part, CAS said, because the settlement process (including stipulation) was often cloaked in secrecy, subject to political abuse and often without views of a third party.

EXP crash test data found to be invalid

WASHINGTON. — A reexamination of the 35 MPH crash test data run on a 1981 Ford EXP at a California lab known as AETL shows the head forces first reported for the passenger dummy were much too high.

Compared with a head injury criteria of 1,000 — intended to indicate a passenger would survive — the data was first reported as 2,260.

The reassessment shows 1,145 HIC. This is a number much closer to reality, since test cars must meet the 1,000-HIC mark at 30 MPH, and a crash at 35 MPH has some 36 percent more energy to be dissipated.

Ford and NHTSA examined the test data at AETL and found a malfunction in the electronic recording equipment, causing a signal from the passenger dummy's head to be misrecorded. This was compounded during playback of the magnetic tape to a paper chart by a technician who set the calibration wrong.

EPA Administrator Raymond A. Peck first suspected something might be awry with the EXP test when he spotted a piece of tape holding a belt load sensor that failed to come loose.

Although the tape turned out to be irrelevant, it was found that the accelerometer reading on the passenger dummy head was higher than expected before impact.

The AETL mistakes may also involve a high-speed crash of an Audi 5000 which Peck also declared invalid. NHTSA is checking data on other cars tested by that contractor.

Chrysler designers seek to decertify UAW

DETROIT. — Some Chrysler Corp. designers are seeking to decertify the UAW because the union forced the company to take away pay increases for those employes.

Five of the company's 650 designers, representing an unknown number of their fellow workers, have filed a decertification petition with the National Labor Relations Board in Detroit. Hearings have been held, and the regional director is expected to hand down a decision by the end of this month, according to an NLRB official.

It usually takes 30 percent of the employes in the bargaining unit to sign a petition before the process is begun. The designers would then decide in secret ballot if they want to decertify the UAW.

The Chrysler designers are angry with the UAW because the union voiced strong objections to a 12-percent raise for the designers last July while salaries of other workers remained unchanged. Chrysler used the raises to try to prevent a mass exodus of highly trained designers to other companies.

Other workers said the raise violated the "equality of sacrifice" provision made when the union gave Chrysler concessions to allow it to be eligible for federal loan guarantees.

UAW President Douglas A. Fraser said he doesn't like the decertification petition but understands it and doesn't think it will come to anything.

The designers were earning between $515 and $545 a week before the raise.

How Automotive News classifies 1982 models

Following are the AUTOMOTIVE NEWS market-class categories for the 1982 model year and the U.S.-built car lines in each segment:

SUBCOMPACT

American Motors: Eagle Kammback, Eagle SX/4 and Spirit.

Chrysler Corp.: Dodge Omni and 024; Plymouth Horizon and TC3.

Ford Motor Co.: Ford Escort and EXP; Mercury Lynx and LN7.

General Motors: Chevrolet Chevette and Cavalier; Pontiac T1000 and J2000.

Volkswagen of America: Volkswagen Rabbit.

COMPACT

American Motors: Concord and Eagle.

Chrysler Corp.: Dodge Aries; Plymouth Reliant.

Ford Motor Co.: Ford Fairmont and Mustang; Mercury Capri and Zephyr.

General Motors: Buick Skylark; Chevrolet Camaro and Citation; Oldsmobile Omega; Pontiac Phoenix and Firebird.

INTERMEDIATE

Chrysler Corp.: Chrysler Cordoba, LeBaron and New Yorker; Dodge Diplomat and 400; Plymouth Gran Fury.

Ford Motor Co.: Ford Granada and Thunderbird; Mercury Cougar and XR-7.

General Motors: Buick Century and Regal; Chevrolet Celebrity, Malibu and Monte Carlo; Oldsmobile Ciera, Cutlass and Cutlass Supreme; Pontiac Bonneville, Grand Prix and 6000.

STANDARD-SIZE

Ford Motor Co.: Ford LTD and Mercury Marquis.

General Motors: Buick LeSabre and Electra; Chevrolet Impala and Caprice Classic; Oldsmobile Eighty-Eight and Ninety-Eight.

LUXURY

Chrysler Corp.: Imperial.

Ford Motor Co.: Lincoln, Mark VI and Continental.

General Motors: Buick Riviera; Cadillac deVille, Fleetwood Brougham, Limousine, Cimarron, Eldorado and Seville; Chevrolet Corvette; Oldsmobile Toronado.

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57th year — No. 4885

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Despite dip in unit count

Lackluster intro hikes car stocks to 69 days

Continued from Page 1

it trimmed more than 70,000 units from its inventory during September.

Ford Motor Co. had a 79-day supply Oct. 1, up from 75 days, and Chrysler Corp. saw its inventory jump to 95 days from 62 days a month earlier. Chrysler's sharp rise was mainly the result of a lower sales rate, while Ford's increase was entirely due to a buildup in its unit count.

The Oct. 1 domestic inventory was divided this way: GM, 56.64 percent; Ford Motor Co., 26.00 percent; Chrysler Corp., 12.85 percent; VWoA, 2.45 percent, and AMC, 2.06 percent.

A month earlier, the inventory was divided as follows: GM, 59.65 percent; Ford Motor Co., 23.71 percent; Chrysler Corp., 11.61 percent; VWoA, 3.01 percent, and AMC, 2.02 percent.

• By size class, all segments were up in terms of days supply except intermediates. The industry had a 60-day supply of intermediates Oct. 1, down from a 63-day supply Sept. 1.

Subcompacts were in 78-day supply Oct. 1, up from 66 days a month earlier, and compacts were in 80-day stock, up from 67 days.

The industry had a 54-day supply of standard models, up from 50 days a month earlier, and a 64-day stock of luxury cars, up from 56 days.

The Oct. 1 inventory was divided this way by size segment: Subcompact, 27.86 percent; compact, 29.74 percent; intermediate, 24.90 percent; standard, 12.15 percent, and luxury, 6.35 percent.

A month earlier, the inventory was divided as follows: Subcompact, 25.58 percent; compact, 31.08 percent; intermediate, 26.92 percent; standard, 10.93 percent, and luxury, 5.49 percent.

Several new models had inventories Oct. 1 but had not been on the market long enough to establish a selling rate. These included the intermediate Plymouth Gran Fury and Chrysler New Yorker.

• The Oct. 1 days-supply figures by market class were:

Subcompact — Chevette, 46; Spirit, 58; J2000, 60; Cavalier, 61; Rabbit, 61; T1000, 76; Dodge 024, 85; Eagle SX/4, 102; Horizon, 102; Plymouth TC3, 102½; Escort, 104; LN7, 111; Lynx, 115; Omni, 115½, and EXP, 118.

Compact — Concord, 48; Camaro, 49; Zephyr, 50; Fairmont, 52; Firebird, 58; Omega, 66; Capri, 69; Eagle, 71; Mustang, 82; Aries, 88; Citation, 89; Reliant, 90; Skylark, 101, and Phoenix, 117.

Intermediate — Century, 32; Cutlass, 32; Supreme, 41; LeBaron, 44½; Cougar, 56; Regal, 61½; Grand Prix, 65; Malibu, 70; Monte Carlo, 71; Thunderbird, 75; XR-7, 75; Bonneville/LeMans, 75; Granada, 90; Cordoba, 92; Diplomat, 95 and Mirada, 103.

Standard — Olds 98, 39; Pontiac, 41½; Olds 88, 42; LeSabre, 53; Mercury, 58; Ford, 61; Electra, 67, and Chevrolet, 72.

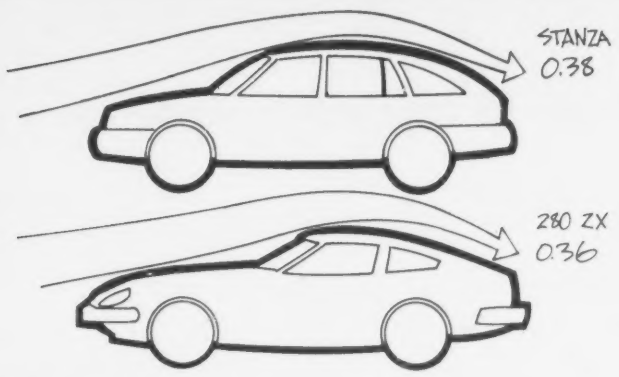
Luxury — Lincoln, 40; Toronado, 41; Riviera, 50; Mark VI, 53; Corvette, 55; Eldorado, 57; Cadillac, 59; Cimarron, 89; Seville, 96, and Imperial, 149.

NEW-CAR STOCKS

	Oct. 1, 1981	Sept. 1, 1981	Oct. 1, 1980
Spirit	58	90	85
Concord	48	63	61
Eagle	71	93	93
Eagle SX-4	102	93	93
AMERICAN MTRS.	60	79½	74
Horizon	102	85½	91
TC3	102½	85½	91
Reliant	90	51	—
Gran Fury	—	12	77
Plymouth	96	62	78
LeBaron	44½	31	106
Cordoba	92	76½	142
New Yorker	—	—	—
Chrysler	—	58	68
Chrysler	87	50	111
Imperial	149	78	—
Omni	115½	76	97
024	84	76	97
Aries	88	57	—
Dodge 400	—	—	—
Diplomat	95	51	122
Mirada	103	92	150
St. Regis	—	49	69½
Dodge	95	64	97
CHRYSLER CORP.	95	62	97
Escort	104	73	—
EXP	118	154	—
Mustang	82	92	89
Fairmont	52	58	117
Granada	90	81	100
Thunderbird	75	83	83
Ford	61	55	111
Ford	82	76	94
Lynx	115	92	—
LN7	111	99	—
Capri	69	74	84
Zephyr	50	81	95
Cougar	56	73	156
XR-7	75	60	87
Mercury	58	38	75
Mercury	77	74	94½
Lincoln	40	55	91
Continental	—	—	—
Mark VI	58	82	91
Lincoln	47	55	91
FORD MOTOR CO.	79	75	73
Skylark	101	72	57
Century	32	62	59½
Regal	61½	66	57
LeSabre	53	53½	50
Electra	67	78	55
Riviera	50	36	48
Buick	64½	64	55
Cimarron	89	75	—
Seville	96	102½	78½
Cadillac	59	56	46
Eldorado	59	64	49
Cadillac	65	59	52
Chevette	46	37½	67
Cavalier/Monza	61	56	47
Citation	113	110	61½
Camaro	49	47	71
Malibu	70	67	79½
Monte Carlo	71	74½	71
Chevrolet	72	67	76
Corvette	55	44	57
Chevrolet	69	65	67½
Omega	66	66	52½
Ciera	—	—	—
Cutlass	32	46	44
Supreme	41	48½	48
Oldsmobile 88	42	28	46
Oldsmobile 98	39	42	50
Toronado	41	34½	43
Oldsmobile	42	45	47
T-1000	76	53½	—
J-2000/Sunbird	60	47	57
Phoenix	117	111	69½
Firebird	58	54	68
Bonneville/LeMans	75	67	77
Grand Prix	65	63	67
Pontiac	41½	46	60
Pontiac	68	61	65
GENERAL MOTORS	62	60	60
VOLKSWAGEN	61	76	44
TOTAL	69	64	71

Elgin wins award

ELGIN, Ill.—Elgin Chrysler-Plymouth, Inc., has received the Five Star quality service award from Chrysler Corp.



Low-drag Stanza

Nissan has come up with an air-drag coefficient of 0.38 for its new five-passenger Stanza. The figure approaches the 0.36 coefficient achieved by the Datsun 280-ZX Nissan builds.

Name change big topic as Datsun unveils '82s

By John A. Russell
New York Staff Writer

NEW YORK.—The first move in the biggest product name change of an automobile in modern U. S. history began last week with the introduction of the Nissan Stanza, a "global car" from the Japanese maker.

This step is to be followed in the spring with a massive advertising campaign, being prepared in Japan, to change the nameplate of Datsun to Nissan.

Company officials at the press introduction here said they did not know the precise form the campaign would take, nor did they have any estimate of the costs for the entire name change down to the dealer level.

While the purpose of the meeting was to introduce the '82 model lineup for Datsun in the U. S., the question of the name change became dominant.

Datsun announced the impending change several months ago, and C. P. (Chuck) King, vice president and general manager of sales for the U. S. company, said last week that the move, ordered by the Japanese parent company, was an effort to bring all the parent company's operations under a single corporate identity.

He noted that Nissan is not only a manufacturer of cars and trucks, but is a diverse manufacturing company whose operations include electronics and other products. The goal of the parent company is to create a single identity for all its operations, he said.

But Nissan has spent millions developing and promoting the Datsun nameplate in the U. S. over the past 21 years. Now it will begin the process again.

• Corporate officials, including King, said that the cost estimates, down to the dealer level are being prepared as the parent company readies the corporate advertising campaign.

These officials also said that dealers attending meetings here before the press preview expressed concern over the nameplate change. While the dealers were enthusiastic about the product, they still wanted to know the exact extent of their contribution in the name change.

Nissan officials have not, as yet, worked out the details. For dealers, one of the largest expenses will be signs at the dealerships. Nissan has not decided whether it will replace all the signs at a dealership or only the major ones and the dealer, if he added more, would have to replace the remainder at his expense.

One company official said a survey is now being taken of all 1,100 Datsun dealerships across the country to discover the exact number of signs involved. Then a decision will be made.

King was optimistic about next year for Nissan USA, predicting sales of 500,000 cars and 130,000 trucks. This figure includes what he anticipates will be a 16 percent increase in the import quotas levied against Japanese car makers this year.

• He noted that the quotas have not had the desired result of increasing domestic auto sales. Instead, he said, "what is unfortunate about those limitations is that, as we and other importers predicted, the restrictions merely resulted in higher retail prices and increased demand for our cars."

"New-car inventories for importers are down, and Detroit is still suffering," he said.

King said he expected tough competition from the domestic auto makers in the small-car segment of the market and to illustrate this drive he noted that the recent rebates, special financing offers and price holds for 1982 by the domestic manufacturers are on their small cars.

He also said he expected stiffer competition from the European importers who are not confronted with restrictions.

But King still remained optimistic about the new model year, predicting sales of 10 million cars and 3 million trucks, an increase of 1.6 million units from 1981. King said he anticipated that import sales will remain about the same and the gains will be made by the domestic manufacturers.

Prices of the new front-wheel-drive Nissan Stanza start at $6,799 for the Deluxe two-door hatchback. The Deluxe four-door hatchback is $6,999. Stanza XE prices are $7,799 for the two-door and $7,999 for the four-door.

The company also priced its 280-ZX sports cars. The 2-seat coupe is $14,499, and the 2+2 coupe is $15,499. Both are up $550. The increase is $300 on the 2-seat Turbo coupe, now $17,299, and the new-for-'82 2+2 Turbo is $18,299. Last year's base 280-ZX coupe has been dropped, and the new prices compare with the '81 GL units.

U. S. cars up 5 pct., imports down 4 pct. in August

Domestics gain registration ground

By Richard A. Wright
Assistant Managing Editor

New-car registrations in the U. S. in August were up compared with both the preceding month and August last year, according to figures compiled by R. L. Polk & Co.

New-car registrations in August totaled 720,804, up 2.40 per-

Registration table on Page 12

cent from 703,923 a year earlier. August registrations were up 4.46 percent from the July total of 690,025.

The record registration total for August is 1,060,588, set in 1978.

Domestic registrations totaled 515,297, up 5.34 percent from 489,181 a year earlier, while registrations of new imported cars totaled 205,507, down 4.30 percent from 214,742 a year earlier.

For the first eight months of 1981, new-car registrations totaled 5,801,537, down 1.19 percent from 5,871,206 last year.

Domestic registrations for the first eight months totaled 4,115,206, down 1.67 percent from 4,185,176 last year, while import registrations of 1,686,331 were still running 0.02 percent ahead of last year's eight-month total of 1,686,030.

• General Motors, Ford Motor Co. and Chrysler Corp. all increased their market shares in August compared with a year earlier, mainly at the expense of the imports.

General Motors took 47.48 percent of U. S. registrations in August, up 0.11 of a percentage point from a year earlier, while Ford Motor Co. accounted for 14.05 percent, up 0.55 of a point.

Biggest gainer was Chrysler Corp., which boosted its market share 1.61 points to 8.86 percent.

Imports took 28.51 percent of August registrations, down 2.00 points from a year earlier, and American Motors was off 0.26 of a point to 1.06 percent. Miscellaneous domestics accounted for 0.04 percent, down 0.01.

Among the divisions, Oldsmobile moved into second place behind Chevrolet in August registrations, elbowing Ford into third place.

Excluding imports, August domestic registrations were divided as follows: GM, 66.42 percent; Ford Motor Co., 19.64 percent; Chrysler Corp., 12.39 percent; AMC, 1.49 percent, and miscellaneous, 0.06 percent.

• By size segments, subcompacts, standards and luxury cars showed increases over August of last year. Subcompacts posted the biggest gain, up 2.93 percentage points to 16.21 percent of total registrations.

The luxury segment was up 0.50 of a point to 4.75 percent, while standard gained 0.08 of a point to 10.85 percent.

Biggest losers were imports, which dropped 2.00 points to 28.51 percent, and intermediates, off 1.40 points to 20.11 percent. Compacts dipped 0.11 of a point to 19.57 percent.

Registrations by market class in August were: Subcompact, 116,877; compact, 141,026; intermediate, 144,961; standard, 78,220; luxury, 34,213, and import, 205,507.

Chevrolet Chevette moved back into the top spot among the leading nameplates and Oldsmobile Cutlass Supreme took second, pushing the July leader, Ford Escort, down into third.

The top 20 nameplates in August registrations were.

1—Chevrolet Chevette	30,375
2—Olds Cutless Supreme	25,038
3—Chevrolet Citation	24,557
4—Standard Oldsmobile	21,715
5—Buick Regal	19,265
6—Ford Escort	19,096
7—Standard Chevrolet	19,070
8—Plymouth Reliant	18,363
9—Chevrolet Malibu	17,535
10—Buick Skylark	17,402
11—Chevrolet Monte Carlo	14,537
12—Olds Cutlass	14,352
13—Dodge Aries	14,128
14—Ford Fairmont	13,752
15—Pontiac Grand Prix	12,444
16—Standard Buick	11,868
17—Cadillac	11,370
18—Chevrolet Cavalier	10,887
19—Plymouth Horizon	10,799
20—Dodge Omni	10,160

NHTSA rejects bid to toughen post-1985 CAFE

WASHINGTON. — NHTSA has rejected the Center for Auto Safety's petition aimed at requiring CAFE improvements for cars and light trucks after 1985.

The consumer group argued that rulemaking (abandoned by NHTSA in April) should continue because improvements in fuel efficiency . . . "particularly in view of limited improvements achieved prior to the establishment of a fuel-economy standards program."

NHTSA countered that the market has changed since the early 1970s "in light of major gasoline-price increases and threats to continued gasoline supply occurring over the past three years."

It added that it would "continue to monitor the efforts of the vehicle manufacturers to achieve fuel-economy improvements consistent with national energy needs."

Lund sees 20 pct. rise in '82 Chevy car sales

By Roger Rowand
Engineering Editor

SCOTTSDALE, Ariz. — Chevrolet is targeting a 20-percent sales increase in cars in the 1982-model year and a truck sales increase of about 30 percent, Robert D. Lund, general manager said.

In 1981, Chevrolet sold 1,566,391 cars and 698,100 trucks. Lund's 1982 estimate would indicate car sales of about 1.88 million and truck sales of about 900,000.

In a state-of-the-business speech at a technical press conference, Lund ticked off the reasons for his optimism:

1. Pent-up demand is high.
2. The prime rate should drop to 16 or 17 percent during the model year.
3. Gasoline is plentiful with prices stable or declining in some parts of the country.
4. The tax cut will put $54 billion in the hands of the consumers.
5. The inflation rate should be in the single-digit range during '82.
6. Real disposable income is high.
7. The scrappage rate is increasing more rapidly than the selling rate.

Lund called his final reason the biggest of them all: "Chevrolet has the products to capture more sales as buyers come back to the market."

NEW-CAR MARKET SHARES IN U. S.

	AUGUST					EIGHT MONTHS				
	Regis., Aug., 1981	Percent Share of Market	Regis., Aug., 1980	Percent Share of Market	Pct. Pt. Change '81 vs. '80	Regis., 8 mos., 1981	Percent Share of Market	Regis., 8 mos., 1980	Percent Share of Market	Pct. Pt. Change '81 vs. '80
Chevrolet	130,033	18.04	138,781	19.72	— 1.68	996,719	17.18	1,169,356	19.92	— 2.74
Oldsmobile	74,773	10.38	67,377	9.57	+ 0.81	568,690	9.80	528,538	9.00	+ 0.80
Ford	71,621	9.94	69,529	9.88	+ 0.06	679,113	11.71	718,916	12.24	— 0.53
Buick	61,792	8.57	60,835	8.64	— 0.07	481,597	8.30	454,247	7.74	+ 0.56
Pontiac	56,741	7.87	50,935	7.24	+ 0.63	375,462	6.47	405,361	6.90	— 0.43
Plymouth	29,696	4.12	19,378	2.75	+ 1.37	233,791	4.03	150,466	2.56	+ 1.47
Dodge	28,401	3.94	21,099	3.00	+ 0.94	213,184	3.68	161,835	2.76	+ 0.92
Mercury	25,760	3.57	20,527	2.91	+ 0.66	233,415	4.02	215,241	3.67	+ 0.35
Cadillac	18,908	2.62	15,494	2.20	+ 0.42	138,883	2.40	139,372	2.37	+ 0.03
AMC	7,657	1.06	9,292	1.32	— 0.26	88,784	1.53	99,628	1.70	— 0.17
Chrysler	5,749	0.80	10,585	1.50	— 0.70	63,937	1.10	90,264	1.54	— 0.44
Lincoln	3,851	0.54	5,010	0.71	— 0.71	39,668	0.68	49,602	0.84	— 0.16
GENERAL MOTORS	342,247	47.48	333,422	47.37	+ 0.11	2,561,351	44.15	2,696,874	45.93	— 1.78
FORD MOTOR CO.	101,232	14.05	95,066	13.50	+ 0.55	952,196	16.41	983,759	16.75	— 0.34
CHRYSLER CORP.	63,846	8.86	51,062	7.25	+ 1.61	510,912	8.81	402,565	6.86	+ 1.95
AMERICAN MOTORS	7,657	1.06	9,292	1.32	— 0.26	88,784	1.53	99,628	1.70	— 0.17
IMPORTS	205,507	28.51	214,742	30.51	— 2.00	1,686,331	29.07	1,686,030	28.72	+ 0.35
MISCELLANEOUS	315	0.04	339	0.05	— 0.01	1,963	0.03	2,350	0.04	— 0.01
TOTAL	720,804		703,923			5,801,537		5,871,206		

Automotive News analysis of new-car registrations based on R. L. Polk & Co. statistical report. Registrations not available for Oklahoma, delayed for Delaware.

Makers must balance imports with exports during 1982

Mexico toughens its auto trade rules

By Letitia Baldwin
Crain News Service

Mexico's early-1981 vehicle sales boom has been flattened by a new round of government measures meant to deflate the industry's trade deficit.

First-quarter auto sales had registered a 22.6-percent gain over year-earlier totals, and trucks were up 35.5 percent.

But the vehicle industry's trade deficit also widened — nearly 50 percent during the first half of the year, compared with the first half of 1980.

The government's answer was to reissue a 1977 decree meant to strengthen the domestic industry, but this time with more force. Foreign exchange budgets of Mexican auto and truck makers must balance as of the 1982 model year.

Production quotas have been set for each company and for the entire industry. Unless a maker's exports exceed its imports, its output is not allowed to exceed the quota.

Meanwhile, the government has published an expanded list of optional accessories that are subject to import licenses. The list includes such items as tinted glass, remote-control mirrors, leather upholstery, electric antennas, acoustic alarms, digital clocks, air conditioning units and FM stereos.

The government measures come at a time when the Mexican auto makers have been expanding to increase their production capacity, as well as to step up their export of auto parts and components.

About $2.5 billion has been invested by the auto makers over the last three years.

General Motors and Chrysler are building plants in Saltillo, in the state of Coahuila, which will make engines for export. Ford has a plant under construction in Chihuahua, in which it will build engines for export.

It will likely take a year to 18 months to begin manufacturing some of the accessories on the government list.

GM and Chrysler officials say their engine plants could begin exporting in six months; Ford expects to begin exporting engines by the middle of 1983.

It may be possible for the auto industry to balance its trade as mandated by the end of 1982, or early in 1983.

One reason for the government crackdown is apparently to take pressure off the peso by reducing the trade deficit, to which the auto industry has been a sizeable contributor.

For the first half of the year, its deficit made up 40 percent of the total trade deficit of Mexico's entire manufacturing sector. Forty percent of all parts in Mexican-built autos are imported.

The government has been particularly worried since its income this year from petroleum is slightly lower than last year.

The companies most affected by the measures are luxury-model manufacturers such as Ford, Chrysler, GM and the American Motors subsidiary Vam.

According to the Mexican Auto Industry Assn., luxury cars accounted for 13.7 percent of the total market in July, 1981, compared with 12.13 percent in July, 1980.

The companies least affected by the measures are Volkswagen, Renault and Datsun, since they use few imported accessories in their models.

Luxury accessories are highly lucrative, therefore, it would seem only logical that the measures would have some impact on the profits of Ford, Chrysler, GM and Vam.

However, a Ford spokesman didn't seem to think so. He said Ford does not anticipate any major reduction in profits during the 12-month period beginning Nov. 1.

He also said Ford does not foresee any difficulty in balancing its trade in the 1982 model year.

The auto industry on the whole, has responded to the government measures by claiming that exports cannot be increased sufficiently to compensate for imports, because 50 percent of all Mexican auto industry's exports come from the parts industry.

The makers say it has been difficult to provide even enough cars for the domestic market. Another factor has been the state of the U. S. economy. The Mexican industry's biggest customer, the U. S., has bought less because of its depressed market.

GM dashboards warp in Florida; lawsuit brewing

MIAMI. — A class-action law suit against General Motors may be shaping up here as the number of complaints about warping dashboards mounts.

Eileen Lipp, administrative assistant to Dade County Consumer Advocate Walter T. Dartland, said well over 1,000 complaints have been received.

She said the most complaints have involved Pontiac Firebirds and Chevrolet Camaros, model years 1970 through 1978.

The cars affected have cracked, sagging or wavy dashes. In some cases the plastic has pulled away from surrounding body structure, she said.

A spokesman for Pontiac said, "It is not a chronic problem. It affects a low volume of cars. It is not widespread and the problems are handled on an individual basis."

The advocate's office here brought suit against Ford Motor Co. in 1977 over 1969 through 1974 cars and light trucks heavily damaged by premature rust. That case ended in March with Ford agreeing to repair vehicles or to make a tradein assistance payment of $300 to $400 per vehicle.

AUTOMOTIVE NEWS ANALYSIS OF NEW-CAR REGISTRATIONS

Based on R. L. Polk & Co. statistical report
August '81 vs. August '80

	1981 August	1981 Yr.	1980 August	1980 Yr.
AMC Spirit	2,284	24,814	3,485	35,394
Concord	2,239	26,978	2,764	33,596
Concord Sta Wgn	764	9,676	804	9,630
Eagle 4 WD	344	4,506	1,009	7,959
Eagle Sta Wgn	922	10,429	1,080	11,076
Eagle SX4 4 WD	1,104	12,381		
Pacer			47	606
Pacer Sta Wgn			103	1,367
TOTAL AMC	7,657	88,784	9,292	99,628
Chrysler Le Baron	2,947	27,408	4,100	35,282
Le Baron Sta Wgn	299	4,782	658	5,494
Cordoba	1,740	18,886	3,500	28,964
Newport	151	3,888	1,100	8,555
New Yorker	257	5,265	1,227	11,969
Imperial	355	3,708		
Total	5,749	63,937	10,585	90,264
Plymouth Horizon	10,799	95,755	12,049	85,697
Reliant	12,262	87,698		
Reliant Sta Wgn	6,101	36,250		
Volare	219	6,421	4,838	44,831
Volare Sta Wgn	35	1,340	1,323	10,410
Gran Fury	280	6,327	1,168	9,528
Total	29,696	233,791	19,378	150,466
Dodge Omni	10,160	76,246	9,731	70,436
Aries	9,625	66,736		
Aries Sta Wgn	4,503	27,363		
Aspen	198	5,416	4,192	34,223
Aspen Sta Wgn	37	1,250	1,082	7,861
Diplomat	2,483	18,374	2,170	17,234
Diplomat Sta Wgn	120	2,394	318	2,963
Mirada	1,058	10,925	2,122	17,750
St. Regis	217	4,480	1,484	11,368
Total	28,401	213,184	21,099	161,835
Total Chrysler Corp.	63,846	510,912	51,062	402,565
Ford Escort	11,218	119,446		
Escort Sta Wgn	7,878	83,117		
EXP	6,194	30,099		
Pinto	282	9,018	9,055	82,622
Pinto Sta Wgn	56	2,672	2,733	22,682
Fairmont	9,652	96,426	11,121	146,548
Fairmont Sta Wgn	4,100	36,614	5,049	52,325
Granada	6,920	66,870	6,373	52,506
LTD II			161	2,933
LTD	5,083	37,161	6,704	66,400
LTD Crn Victoria	3,495	25,820	2,047	17,042
Ford Sta Wgn	1,499	13,709	1,674	18,443
Mustang	9,728	109,347	16,160	160,993
Thunderbird	5,516	48,814	8,452	96,422
Total	71,621	679,113	69,529	718,916
Lincoln Town Car	1,947	19,151	2,263	20,914
Cont Mark	1,904	20,517	2,406	24,784
Versailles			341	3,904
Total	3,851	39,668	5,010	49,602
Mercury Lynx	4,087	41,930		
Lynx Sta Wgn	2,121	24,231		
LN7	2,260	9,974		
Bobcat	49	2,056	1,886	16,802
Bobcat Sta Wgn	11	474	343	3,596
Zephyr	2,179	30,607	3,630	42,894
Zephyr Sta Wgn	885	9,092	1,328	12,855
'81 Cougar/Monarch	3,338	28,821	1,883	18,905
Marquis	768	5,178	1,198	9,661
Marquis Brougham	1,148	7,896	826	8,093
Grand Marquis	1,999	14,685	1,084	12,509
Marquis Sta Wgn	451	4,621	422	5,076
XR7	2,660	19,478	3,382	40,653
Capri	3,804	34,372	4,545	44,197
Total	25,760	233,415	20,527	215,241
Linc Merc Div. Total	29,611	273,083	25,537	264,843

	1981 August	1981 Yr.	1980 August	1980 Yr.
Total Ford Motor Co.	101,232	952,196	95,066	983,759
Buick Skyhawk			399	5,287
Skylark	17,402	135,729	14,791	111,452
Century	7,613	79,425	10,776	79,890
Regal	13,265	138,934	17,233	121,793
Century Sta Wgn	1,158	11,253	1,459	11,505
Le Sabre	2,086	14,450	2,831	19,258
Le Sabre Limited	4,306	29,507	4,065	33,731
Electra 225	4,645	34,714	5,019	38,007
Buick Sta Wgn	831	7,157	730	6,843
Riviera	4,486	30,428	3,532	26,481
Total	61,792	481,597	60,835	454,247
Cadillac de Ville	8,916	63,752	7,758	65,826
Cimarron	2,000	3,924		
Fleetwood & Chassis	2,454	22,852	2,012	18,743
Eldorado	4,082	33,012	3,704	31,551
Seville	1,456	15,343	2,020	23,252
Total	18,908	138,883	15,494	139,372
Chevrolet Chevette	30,375	257,074	28,385	250,507
Camaro	9,865	73,840	9,801	82,789
Monza	272	15,670	13,488	96,638
Cavalier	8,112	15,549		
Cavalier Sta Wgn	2,775	5,740		
Citation	24,557	211,375	31,415	255,739
Malibu	12,417	111,683	16,181	129,866
Malibu Sta Wgn	5,118	40,495	5,415	42,708
Monte Carlo	14,537	109,231	12,677	104,726
Impala	5,958	41,874	6,369	60,187
Caprice	8,860	62,073	8,104	81,337
Chevrolet Sta Wgn	4,252	30,590	3,983	40,720
Corvette	2,935	21,525	2,963	24,139
Total	130,033	996,719	138,781	1,169,356
Oldsmobile Starfire			239	5,171
Omega	9,990	73,882	7,736	56,288
Cutlass Salon	11,675	111,903	13,763	111,070
Cut. Supr/Calais	25,038	181,023	22,910	168,689
Cutlass Sta Wgn	2,677	22,526	2,685	21,523
Delta 88	1,064	8,066	1,665	13,539
Delta 88 Royale	13,374	85,421	9,185	73,774
98	5,977	49,711	4,934	42,455
Oldsmobile Sta Wgn	1,300	11,804	1,302	12,254
Toronado	3,678	24,354	2,958	23,775
Total	74,773	568,690	67,377	528,538
Pontiac T1000	8,138	29,800		
Sunbird	278	27,765	11,690	82,602
J2000	7,187	15,422		
J2000 Sta Wgn	1,237	2,718		
Phoenix	6,331	59,105	8,808	64,914
LeMans	3,622	33,946	3,851	35,112
LeMans Sta Wgn	2,316	16,220	1,959	17,066
Catalina	536	4,753	1,101	9,182
Bonneville	4,815	29,158	4,286	32,140
Bonne. Brougham	3,634	22,360	2,215	22,254
Pontiac Sta Wgn	910	6,180	748	8,346
Grand Prix	12,444	87,303	9,357	72,539
Firebird	5,284	40,732	6,920	61,215
Total	56,741	375,462	50,935	405,361
TOTAL GM CORP.	342,247	2,561,351	333,422	2,696,874
(Checker)	262	1,559	323	2,153
Misc. Domestic	315	1,963	339	2,350
Domestic Station Wagon Total	52,356	422,697	35,212	325,147
Domestic Grand Total	515,297	4,115,206	489,181	4,185,176
Import Total	205,507	1,686,331	214,742	1,686,030
Grand Total All Registrations	720,804	5,801,537	703,923	5,871,206

Registrations for Oklahoma not available.

TVR Tasmin Coupe, Tasmin +2
Tasmin Convertible

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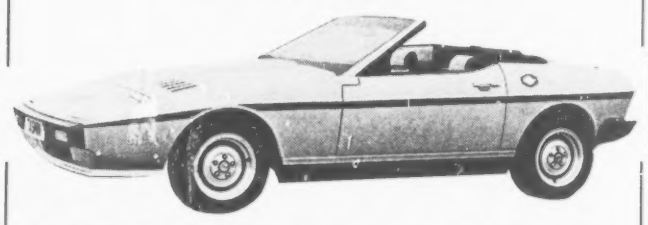

The TVR Tasmin is a highly refined sports car with many features not offered in other exotic vehicles. It is completely hand built featuring a fiberglass body, impervious to rust, mounted on a reinforced tubular chassis with fully independent suspension and disc brakes at all four corners — inboard at the rear. A powerful V-6 (Ford) engine with fuel injection and electronic ignition.

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All market segments down as total sags to 2.3 million units

Truck sales dip 15 pct. in model year

Continued from Page 10

were up over a year ago for the second month in a row.

Retailers sold 177,225 units during the month, an increase of 2.2 percent over the year-earlier 173,427.

For the first nine months of the calendar year, however, sales were off 8.7 percent, from 1,947,171 units in 1980 to 1,778,052.

• September sales of the compact pickups were down 5.3 percent from a year ago to 41,848 units, compared with 44,176 in 1980. The drop was due to the lingering slump in the sale of captive imports.

The non-captives were up 24.8 percent in September, from 21,548 units a year ago to 26,900. The captives were down 40.7 percent for the month, from 20,723 units last year to 12,294.

For the nine-month period, sales of the compact pickups were down 8.1 percent to 378,203 units, compared with 411,613 a year ago.

Again, the non-captive imports showed a gain for the January-September period, from 208,821 to 220,546 units, an increase of 5.6 percent. The captives were off 27.8 percent, from 182,857 in 1980 to 132,029 units.

The Motor Vehicle Manufacturers Assn. reported that domestic dealers retailed an estimated 149,860 units in September, off one percent from last year's 151,443 units.

For the nine months, the total was 1,554,545 units, a decline of 10.4 percent from the 1,735,328 trucks retailed in the same period in 1980.

The Big Three trucks producers reported that their dealers sold 131,738 vehicles in September, off 0.7 percent from last year's 130,884. The nine-month total of 1,383,222 units was 10.6 percent lower than the 1,548,014 sold a year ago.

September sales by Ford dealers totaled 60,574 units, an increase of 24.4 percent over last year's 48,676. Included were 5,341 Courier sales, compared with 6,470 a year earlier.

Through September, there were 532,580 Ford sales, a decline of 5.6 percent from last year's 606,771. The nine-month Courier total was 49,860 units, down almost 12,000 units from the year-ago 61,080.

Chevrolet said its dealers retailed 48,293 vehicles during the month, down 5.3 percent from last year's 50,996. The total included 5,113 LUV compacts, down considerably from the year-earlier 8,178.

Nine-month deliveries totaled 532,580 units, a decline of 9.9 percent from the 590,971 sold in the same period in 1980. LUV sales dropped from 70,532 units last year to 54,137.

Ford once again was No. 1 in retail sales in the 1981 model year with 760,302 units, 8.9 per-

Continued on Page 32, Col. 3

Big Three September, year-to-date truck sales

	September 1981	September 1980	Calendar Year 1981	Calendar Year 1980
Ford				
Vans	8,600	6,476	83,471	79,126
Club Wagon	2,056	1,043	19,042	18,774
Courier	5,341	6,470	49,860	61,080
Bronco	3,536	1,503	27,446	30,115
Conventional Pickups	36,536	27,788	352,428	361,598
Mediums	3,649	4,498	32,958	44,399
Heavies	856	898	7,348	11,679
Chevrolet				
Vans	6,045	6,459	69,223	70,808
Sportvan	705	942	10,478	13,572
LUV	5,113	8,178	54,137	70,532
S-10	2	.....	4	.....
El Camino	2,762	3,157	26,991	31,585
Blazer	1,516	1,535	16,818	21,875
Suburban	1,122	1,077	15,967	17,317
Conventional Pickups	29,730	26,500	321,232	338,708
Mediums	1,298	3,047	17,730	24,769
Heavies	.....	101	.....	1,805
Chrysler				
Vans	2,610	5,004	37,154	55,537
Voyager	272	383	3,595	5,404
Ram Wagon	781	1,334	14,739	17,309
Arrow	512	1,603	7,204	15,350
Ram D-50	1,323	4,472	20,828	35,895
Trail Duster	242	215	1,442	2,793
Ramcharger	373	512	3,937	6,176
Conventional Pickups	4,639	6,669	55,125	65,982
GMC				
Vans	1,494	1,275	17,686	17,318
Caballero	267	313	3,304	3,387
Jimmy	377	314	3,704	4,510
Suburban	226	176	3,587	3,508
Conventional Pickups	6,884	5,794	77,078	79,011
P models	282	173	2,757	3,005
Mediums	1,373	1,838	15,763	19,737
Heavies	1,211	1,137	10,186	15,350

Mercedes-Benz to introduce American-made diesel van

Continued from Page 10

liability and good fuel economy."

He added that the van chassis will be available in two wheelbases to accommodate the six most popular sizes of Grumman Olson aluminum bodies, which range from 12 to 17 feet in length.

"This will allow traditional walk-in van customers to select complete units that fit their needs," Meyer said, "with the added advantage of having a chassis that will have durability close to the life of the body."

The L613D will have a gross vehicle weight rating of between 13,500 and 14,330 pounds, depending on wheelbase and body application.

The company expects the new vans to be used in a variety of businesses which require route deliveries, such as bakeries, newspapers and magazines, laundry and linen services and package deliveries.

Mercedes-Benz has produced five prototype models of the L613D for field testing with major delivery fleets. One of the first units placed in service with a major baking firm is used on a route which covers more than 100 miles daily, making between 30 and 40 stops. The vehicle is averaging more than 14 MPG, Meyer said.

Another test van, he added, has been placed with a major New York suburban newspaper, which is reporting 20 percent greater carrying capacity and averaging nearly 18 MPG, compared between 6 and 7 MPG for gasoline vans.

The Hampton truck facility currently produces four medium-truck models from components manufactured by Mercedes-Benz do Brasil. These range from 22,000 to 30,000 pounds GVW.

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IMPORTS

Continued from Page E-6

sion shaft out the rear of the transaxle that meets with a differential to the rear independently sprung wheels. With a simple in-out lever for selective engagement, the low-cost, high-mileage car goes from 4WD to FWD at the pull of a lever.

The concept was offered initially as a four-door station wagon; and later as the BRAT, an El Camino-like utility vehicle that seats four people in spite of its truckish appearance (two rearward-facing jump seats are located in what would be the cargo bed in a pickup).

BRAT was the source of confusion with customs people shortly after its introduction; a few misguided souls considered it a pickup truck, which would be subject to the 25 percent duty. As things turned out, the government agreed that BRAT is a multipurpose vehicle, not a truck.

Since the first FWD Subaru, the FF-1, was introduced, there have been only two major changes of body-shell—strange for Japanese, where change is a way of life. The last change was introduction of the 1980 models, which serve as the basis for the 1982s.

Subaru currently offers a choice of five body styles (three-door hatchback, four-door sedan, four-door wagon, two-door hardtop and BRAT, which is to be totally restyled for 1982 (the present BRAT is based on the pre-1980 Subaru passenger-car body shell).

Subaru offers four interior/exterior trim variations (base, offered only on the three-door hatchback; DX; GL and GLF). Four-wheel-drive is available in three-door hatchbacks, four-door wagons and BRAT, all of which will have a high/low-range transmission in 1982.

Since SoA's top management is composed only of Americans, there are no "musical president" shenanigans that other Japanese importers often experience. In the case of Nissan, for example, the president inevitably is appointed for a U. S. "tour of duty" of three to six years, whereupon he returns to Japan, and is replaced.

At Subaru, Harvey H. Lamm has been president and chief executive officer since 1974, longer than any Japanese executive now serving with an importer. Lamm, who helped form SoA, initially was executive vice president and director, becoming vice chairman of the board and chief operating officer (while retaining the executive veep position) in 1970, following the successful launch of the company's FWD cars. He became president in 1974.

●

Isuzu

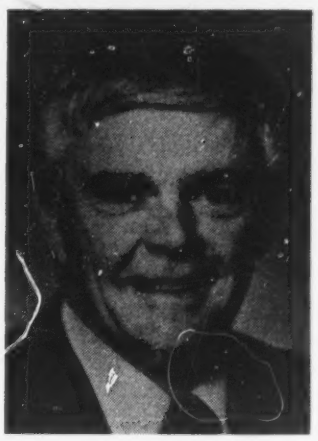
There is always a late starter in every group, right?

Well, the late (but not latest—that honor will belong to Mitsubishi) starter among Japanese vehicle marketers is Isuzu Motors with its U. S. distributor / importer, American Isuzu Motors, Inc.

Founded in 1980, the Southern California - based company, in the cleverly named city of Industry, began selling passenger cars and trucks last January.

This is not, however, the first try at selling Isuzus in the States. In the mid-1960s a few Bellel and Bellett passenger cars were sold in California and the Pacific Northwest, as well as a number of Elf light- and TX medium-duty diesel trucks that Isuzu distributed in the Southern California area in the late '60s and early '70s.

Itagaki: With Isuzu since '52.



Reilly: Began at Buick.

GM's purchase of 34.2 percent of Isuzu Motors stock put an end to the Japanese company's plan to market passenger cars in the U. S.—for a while.

Isuzu's 1981 car-model range ('82 models won't be around until Nov. 19) consists of the I-Mark, a Chevrolet Chevette-sized subcompact offered in coupe and four-door sedan body styles. Three trim levels are available (standard, Deluxe and LS), as well as gasoline or diesel 1,817-cc, single overhead camshaft, four-cylinder engines.

Isuzu also sells the P'up mini pickup truck in diesel or gas two- and four-wheel-drive versions, the former with a choice of long or short bed.

Isuzu presently sells the I-Mark in 22 states in the U. S. (mainly in Western and sunbelt states), while P'up is available in 33 states (the same 22 states as I-Mark, plus 11 other states which have only P'up dealerships).

In the states where I-Mark is not yet available, as well as the states that are P'up-less, there are authorized service points.

This strange marketing arrangement was brought about by the Japanese Ministry of International Trade and Industry (MITI) passenger-car shipment quotas.

In Isuzu's original plan, the company expected to sell about 22,000 I-Marks in the 22-state area during 1981, with gradual expansion into all 48 contiguous states by 1983. Under this program, 1982 passenger-car sales in an expanded marketing territory were to be somewhat in excess of 40,000 I-Marks.

With MITI's quota for Isuzu during fiscal years 1981-82 and 1982-83 set at approximately 17,000 passenger cars, Isuzu's master plan went out the window.

Isuzu truck-only dealers are being set up to soften the blow of the "voluntary" quotas, since trucks—although strapped with a 25 percent import duty—have no restrictions on numbers that can be imported. This increased emphasis upon trucks is shared by all of the Japanese except Honda, which doesn't market trucks in the U. S. at this time.

American Isuzu Motors, Inc. (AIMI) is a joint venture between Isuzu Motors, Ltd., which owns 80 percent of the operation, and the C. Itoh trading company, which has 20 percent.

AIMI President Yukio Itagaki has been with Isuzu since 1952, and has been assigned to posts in the personnel administration and export sales sections. From 1961 to 1965, Itagaki headed the Los Angeles office, which was selling trucks at that time. Prior to joining AIMI, he was general manager of the export department of Isuzu Motors, a position he had held since his return to Tokyo from Los Angeles.

The top-ranking American at Isuzu's U. S. import company is John E. Reilly, senior vice president and general manager. Reilly started in the automobile business with Buick in 1957, staying with the GM division until 1965 when he joined Volkswagen of America as general manager. Three years later Reilly was made a vice president of VWoA and given the task of setting the wheels in motion to establish the Porsche Audi sales network. He subsequently was named the first general manager of the Porsche Audi Division.

Reilly then moved to New England Toyota Distributors, and later to Mid-Atlantic Toyota, one of Toyota's larger independent distributors. He joined AIMI at the time of its founding in June, 1980.

AIMI has two other senior vice presidents, Sadao Matsumura and Ralph Yamagiwa. Matsumura, formerly with C. Itoh, is chief financial officer; Yamagiwa, who previously worked in Isuzu's export department, is in charge of manufacturer relations.

Isuzu

- **Company: American Isuzu Motors, Inc.**
- **Headquarters: 2300 Pellissier Place, Whittier, Calif. 90601.**
- **Corporate ownership: 80% Isuzu Motors, Ltd.; 20% C. Itoh.**
- **Chief executive officer: Y. Itagaki.**
- **Year established in U. S.: 1980.**
- **1981 Sales, 9 months (including trucks): 17,073.**
- **Passenger - car quota: 17,000.**
- **Projected 1982 sales (including trucks): 43,000.**
- **1981 year-to-date ranking: 6.**
- **Number of dealerships: 188.**
- **Number of employes: 147.**
- **Product price range (1981 models): $5,917 - $9,082.**
- **Projected 1982 advertising expenditures: $13 million.**
- **Advertising agency: Della Femina, Travisano & Partners.**
- **Number of regional offices and/or distributors: 2.**
- **Number of parts warehouses: 2.**
- **Number of port facilities in use: 3.**
- **Number of company owned or leased ships: 0.**

New horizons for Japanese exports

Japanese vehicle exports rose nearly 10 percent in the first half of 1981 compared with the same period last year.

But statistics released by the Japanese Automobile Manufacturers Assn. (JAMA) indicate a back-pedaling in shipments to North America, Europe and the Middle East — which accounted in the past for more than three-quarters of Japanese vehicles—and particularly strong growth in South America, Africa, Oceania and southeast Asia.

This switch in emphasis results from growing restrictions on Japanese trade in many industrialized nations, as well as the unpredictability of the oil-rich markets of the Middle East.

Total Japanese shipments for the six-month period amounted to 3,195,823, a rise of 9.1 percent over the 2,929,500 recorded in the same period a year ago.

The number dispatched to the vital North American markets slipped 1.6 percent. This was entirely on account of U. S.-bound vehicles, for Canada recorded one of the largest national growth rates of all.

Shipments to European countries rose by 9.8 percent, much in line with the overall trend. But at 40.9 percent and 21.5 percent, respectively, North America and Europe remained the most vital geographic locations for Japanese exports.

The Middle East, on the other hand, went down by 20.6 percent, dropping it behind southeast Asia and Africa as export destinations. War between Iraq and Iran affected business, but there was also a big drop in shipments to the vital Saudi Arabian market.

As a result, Saudi became sixth in the league of top Japanese export destinations, having been in a strong third or second place for many years.

The biggest expansion, though, involved South American countries. Exports more than doubled — up 106 percent to nearly 145,000 — to take the area above Central America in importance.

On a country-by-country basis, the U. S. remained firmly on top (1.17 million).

But shipments to West Germany rose by nearly 49 percent to more than 172,000 to make that country No. 2. It thus displaced the U.K. (down 17 percent to 132,000) and Saudi Arabia (down 19 percent to 115,000).

At the same time, Canada and Australia moved rapidly up the ratings—up 63 percent to 131,000 and up 29 percent to 127,000, respectively.

Other countries singled out for notably strong rises were Chile, Nigeria, South Africa and Indonesia. Each has now become a highly important Japanese export area.

Japanese Registrations

Cars

	6 mos., 1981	6 mos., 1980
Daihatsu	42,792	47,474
Fuji	30,073	37,210
Honda	83,160	81,356
Isuzu	31,633	32,710
Mitsubishi	127,220	129,040
Nissan	390,716	423,924
Suzuki	31,456	35,842
Toyo Kogyo	107,995	93,494
Toyota	534,280	540,181
Imports	19,898	24,927
Total	1,399,223	1,446,158
Trucks & buses		
Daihatsu	115,129	91,215
Fuji	67,440	55,284
Hino	20,778	26,988
Honda	70,475	48,066
Isuzu	65,622	73,641
Mitsubishi	139,091	147,372
Nissan	177,753	171,341
Nissan Diesel	11,150	14,403
Suzuki	169,588	137,573
Toyo Kogyo	85,833	104,366
Toyota	215,718	239,012
Total	1,138,577	1,109,261
Total vehicles	2,537,800	2,555,419

Japan's vehicle export destinations . . . by area

	6 mos., 1981	6 mos., 1980
Southeast Asia	321,892	259,961
Middle East	226,159	284,662
Europe	687,632	626,495
North America	1,305,665	1,326,997
Central America	74,781	86,031
South America	144,725	70,316
Africa	244,494	137,863
Oceania	185,801	136,315
Other	4,674	860
Total	3,195,823	2,929,500

. . . by country

United States	1,174,346	1,246,219
West Germany	172,341	115,813
United Kingdom	131,973	159,159
Canada	131,319	80,778
Australia	127,306	98,381
Saudi Arabia	114,903	141,596
Indonesia	95,159	67,896
Chile	79,534	24,898
Nigeria	70,013	29,070
Belgium	64,174	58,581
South Africa	63,936	36,657
Holland	61,973	63,865
Other	908,846	806,587

Japanese Production

Cars

	6 mos., 1981	6 mos., 1980
Daihatsu	83,578	76,066
Fuji	96,191	98,910
Honda	441,253	406,574
Isuzu	64,536	52,354
Mitsubishi	322,751	306,855
Nissan	912,953	948,782
Suzuki	47,508	39,597
Toyo Kogyo	419,493	345,279
Toyota	1,164,131	1,200,650
Total	3,552,394	3,475,067
Trucks & buses		
Daihatsu	163,300	135,184
Fuji	130,338	104,974
Hino	34,989	39,453
Honda	74,350	51,383
Isuzu	167,749	188,431
Mitsubishi	226,037	212,178
Nissan	357,860	350,146
Nissan Diesel	21,762	23,489
Suzuki	225,715	172,586
Toyo Kogyo	172,460	190,046
Toyota	515,319	520,673
Others	351	404
Total	2,090,230	1,988,947
Total vehicles	5,642,624	5,464,014

Subaru reports quarterly profits

PENNSAUKEN, N. J.—Subaru of America, Inc., said its net income for its third fiscal quarter ended July 31 rose 41.6 percent to $6.863 million ($1.14 a share) from $4.847 million (81 cents a share) in the same period last year.

Net sales in the May-July period rose 32.9 percent to $262.1 million from $197.2 million last year.

For the first nine months of the company's fiscal year, net income rose 56.8 percent to $19.135 million ($3.18 a share) from $12.206 million ($2.04 a share).

Net sales for the first three quarters were up 30.6 percent.

Calls Van de Water a 'union buster'

Fraser blasts Reagan's NLRB choice

Continued from Page 2

on the NLRB. Anything else could be a major problem for the unions, given the number of elections they are protesting as unfair to labor and the number labor has lost in recent years. According to preliminary NLRB figures, more than 44,000 unfair-labor-practice complaints were filed in 1980 alone.

According to Stephen Cabot, another pro-employer labor lawyer, labor is in trouble and the decertification rate is up 400 to 500 percent since 1965, with a 75 percent success rate after the decertification petition is filed.

One AFL-CIO official conceded that the rate has increased in the past 12 to 15 years, but said it has been falling over the past four years.

Some labor observers say the unions can expect more decertification petitions, especially given the number of concessions management is asking from labor. The UAW is currently in the midst of a decertification petition filed by disgruntled Chrysler designers who are angry because the union had their raises revoked.

The union held that all Chrysler workers must sacrifice equally for the ailing auto company. All other wages are frozen.

• Any ideological change in the NLRB could have a serious impact as the unions say they are trying to keep from losing ground during the Reagan Administration, which labor has already labeled anti-union.

However, theoretically, Mr. Reagan could appoint all six members of the NLRB before his term expires in 1985.

The term of John H. Fanning, chairman of the NLRB under President Carter, will expire in December, 1982. He is a Democrat and has been a member since 1957. Business considers him pro-labor.

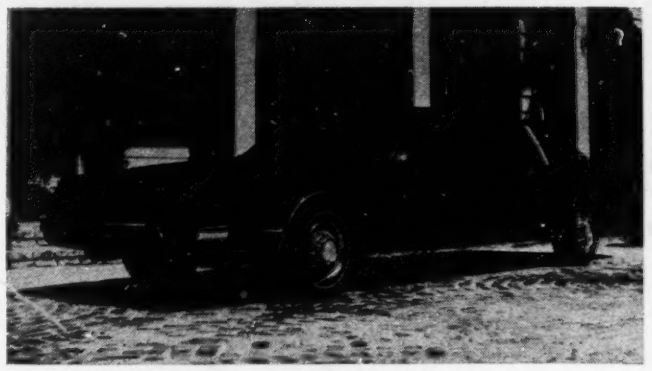
In 1983, Howard Jenkins Jr.'s term will expire. He is a liberal Republican and the first black member of the NLRB. Appointed in 1963, business considers him pro-labor.

William A. Lubbers, general counsel, is also considered pro-labor. His term expires in 1984.

Political Independent Don A. Zimmerman was appointed in 1980 and has so far voted with Fanning and Jenkins, leaving his politics open to question by business. His term expires in December, 1984.

The unions are also opposing Mr. Reagan's recent appointment of Robert P. Hunter, a former aide to conservative Senator Orrin G. Hatch, Utah Republican. They consider Hunter pro-management. He was an aide to Hatch when the senator led a successful campaign against labor law changes in 1977 and 1978 that would have made it more difficult for management to resist organization. Hunter's appointment has been confirmed by Congress.

All terms are for five years.



Imperial attains star status

This custom-built Chrysler Imperial limousine, stretched two feet and decorated with Mark Cross leather interior, privacy glass and Cartier crystal appointments, appeared in the recent film "Sharkey's Machine," with actor Burt Reynolds. It also will appear in a TV series with Rock Hudson scheduled to debut this fall.

GM's Smith calls for early start to negotiations

Talk now or lose jobs, UAW told

Continued from Page 3

closings are taking place regularly, GM is looking at alternatives to closing facilities completely.

GM, he said, is faced with a noncompetitive labor-cost situation at its New Departure-Hyatt plant at Clark, N.J. Rather than closing the plant and putting employes out of work, GM is planning to sell the plant to employes, most of whom are represented by the UAW.

"They (the employes) intend to run the plant themselves," Smith said. "But in order to make it competitive, they'll be paying themselves 30 percent less than they currently receive from General Motors."

Smith also pointed out the changes under consideration in the Clean Air Act as holding the potential for creating additional jobs in the auto industry and related supplier industries.

"The sooner Congress acts in revising the Clean Air Act, the sooner GM can begin to take some of the emission-control equipment off these cars," he said. "We can't take all of the equipment off, of course, nor would we want to. But we might be able to remove some $300 worth from our base cars."

According to preliminary studies, Smith said, GM estimates that every 1-percent reduction in prices made on an industrywide basis could result in a gain of up to 4,500 auto industry jobs. And in the supplier industries, there would be an additional gain of 9,500 jobs.

"A total of 14,000 jobs in all," he said, "and for every additional 1-percent cut in prices, another 14,000 jobs could be created."

Study projects 70,000 fatalities a year by 1990

NHTSA sees more traffic deaths

By Jake Kelderman
Washington Staff Writer

WASHINGTON. — U. S. traffic fatalities, which have averaged around 54,000 yearly for the past several years, could increase to more than 70,000 per year by 1990, according to a new NHTSA study.

NHTSA said much of the projected fatality increase can be attributed to the downsizing of vehicles and to an expected increase in the number of licensed drivers.

The predictions by the safety agency comes at a time when it is considering abandoning an automatic protection standard and new guidelines for making seat belts easier to use.

Opponents of those actions — the insurance companies and safety groups like the Center for Auto Safety — have indicated they fully intend to use the new study to press their case for automatic protection, protection considered likely to reduce the yearly fatality rate by 9,000 per year.

Since the first recorded traffic fatality occurred in 1899, more than 2 million persons have died on the nation's highways. The NHTSA study, "Traffic Safety Trends and Forecasts," said the 3-millionth fatality could occur as early as 1990 — only 16 years after the 2-millionth fatality occurred — unless the current fatality rate is "significantly reduced."

It said the growing number of small cars and trucks and an increase in the number and mileage of heavy trucks will boost fatalities by 10,000 or more, it projected.

An increase in the miles traveled per driver is expected to boost fatalities by another 4,000. Increased use of motorcycles, mopeds and bicycles is expected to boost fatalities by 2,500, and repeal of the 55-MPH speed limit could account for as many as 5,000 more deaths, NHTSA said.

The only good thing the study has to report is that a decrease in the number of drivers under 25 years of age should lower traffic fatalities by about 3,000.

Not figured into the tally are the effects of many other serious traffic safety problems like alcohol use and the number of vehicle occupants who do not use seat belts.

NHTSA estimated previously that fewer than 1 in 9 persons uses a seat belt when driving in a car or truck. Were everyone to use the device all the time it estimates as many as 12,000 lives could be saved annually.

NHTSA is in the midst of preparing a massive "buckle up" campaign as its major initiative in auto safety. This program is expected to be launched over the Thanksgiving holiday.

Bodies simulate pedestrians in crash tests for NHTSA

Continued from Page 2

span is doing the work for Batelle Columbus Labs, the prime contractor in the amount of $381,560.

The work is scheduled to be completed by Jan. 1, 1982, although the date may be extended depending on the availability of corpses. Tests are also made with dummies — again with the purpose of trying to make the dummies more lifelike.

In this research, only adult cadavers are being used—hopefully both male and female. Of the willed bodies, only heart-attack victims' bodies are being used — not cancer victims, for example, because those bodies may show too much deterioration of tissues.

After the bodies are returned to the hospital for evaluation of the injuries, a test is taken to be sure bone strength is within the normal range. Cadavers are then returned to the families for appropriate disposal.

Another NHTSA contract is to Wayne State University, Detroit. It involves sled deceleration testing of chest response under distributed load conditions. An air-bag structure holding the lower torso to allow the chest to ride free is not a functioning system. Eight tests and eight cadavers will be used.

A parallel contract has been let to Heidelberg University in West Germany. This is also a sled test using belt systems, and will involve 45 cadavers over a five-year period.

These two research projects are intended to help NHTSA evaluate dummy performance in frontal crashes and to improve dummies.

Another contract to Wayne State University is using 21 cadavers in sled tests to test the dummy's femur-pelvic complex and knee bars in side impacts.

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***FOR MORE INFORMATION**

NHTSA proposes easing standards on lamp design

WASHINGTON. — Continuing its efforts to limit government intervention in the auto business, the NHTSA is proposing to amend two of its federal safety standards to permit more flexibility in the design of headlamps and taillamps.

In the first instance, the agency proposes to delete the dimensional requirements for all headlamp retaining rings under Safety Standard 108. In the second, it proposes to substitute SAE standard J594f for J594e as the referenced standard on reflex reflectors.

Toyota petitioned the agency for the first change and the Motor Vehicle Manufacturers Assn. requested the second.

Comments are due by Nov. 27.

Used car sales

Auction Averages

October to date	$4,403
Month ago	$4,276
Year ago	$3,687

Model breakdown

Auction Averages

	OCTOBER TO DATE	SEPTEMBER	AUGUST
1981	$7,342	$7,548	$8,434
1980	5,638	5,814	6,130
1979	4,931	5,051	5,122
1978	3,693	3,963	4,031
1977	2,934	3,045	3,160
1976	2,156	2,122	2,413
1975	1,666	1,587	1,567
1974	1,319	1,180	1,248
Overall Average	$4,403	$4,321	$4,548

But week's output trails 1980 total

Car production up, tops 120,000

By Patricia Hoffman
Staff Writer

U. S. auto production last week showed a slight gain from that of the previous week as assembly of the 1982 models began to pick up.

Last week's domestic auto output was targeted at 120,932 units, a gain of 4.28 percent from 115,963 in the previous week, but a drop of 19.02 percent from the comparable 1980 week's total of 149,339.

So far this year, the auto makers have completed 5,272,492 units, up 3.84 percent from 5,077,673 in the comparable period last year.

Breakdown for the week by auto company is: General Motors, 58.84 percent; Ford Motor, 23.06 percent; Chrysler Corp., 13.32 percent; Volkswagen of America, 3.11 percent; American Motors, 1.65 percent and Checker Motors, 0.02 percent.

Downtime was scheduled last week at Ford's Dearborn assembly point. The plant was idle for a second week of inventory adjustments.

Also down last week were GM's Fremont, Norwood, Van Nuys and Leeds facilities. These points were down for model changeover.

Fremont and Van Nuys plants returned to work today. The Janesville facility goes down today for conversion to the J-car and will not reopen until next spring. It had been building full-size Chevrolets.

GM also closes its Cadillac plant in Detroit and the adjoining Fleetwood facility for one week beginning today (Oct. 19) for plant rearrangement. When the operation returns the line speed will be reduced to 45 an hour on two shifts from 53 an hour also on two shifts.

Saturday overtime was scheduled last week (Oct. 17) at GM's Flint point.

GM plans to call back 2,000 laid-off Baltimore assembly plant workers early in 1982 to produce cars now built at the Arlington (Tex.) facility, according to GM sources.

The Arlington point is slated to shut down next April or May for retooling in preparation for a front-wheel-drive car. It currently builds two of the cars already made in Baltimore (the Chevrolet Monte Carlo and Malibu) and when it closes, the production is expected to shift to the Baltimore facility.

Arlington also assembles the Oldsmobile Cutlass, which could also be shifted to Baltimore.

The move would mean the reactivation of the second shift at the Baltimore point. Some of the workers on that shift have been on layoff for more than a year and a half.

Walter J. Gregonis, manager of GM's Baltimore facility, said the plant is counting on the developments in Arlington to reactivate its second shift and call back about 2,000 workers.

He said the second shift, which has been out of work since January, 1980, could be called back in January, 1982.

The Arlington facility is expected to be shut down for four months for retooling.

Made in U.S.A.

Pontiac dealers now have available a USA rear deck lid emblem that proudly proclaims the car's country of origin. The sticker, in black and gold, features an American flag and Pontiac crest.

Truck production climbs 47 pct. as 4 plants return

The return of three Ford facilities and American Motors' Toledo Jeep point helped boost domestic truck output last week, up substantially from that of the previous week.

Last week's truck production was targeted at 37,767 units, a gain of 47.78 percent from 25,556 the previous week, but down slightly from the 37,974 trucks completed in the comparable 1980 week.

So far this year, the truck manufacturers have assembled 1,341,892 units, 8.78 percent above the 1,233,596 trucks in the same period last year.

Ford Motor's Norfolk, St. Paul and Kansas City points resumed operations last week (Oct. 12) after being idle one week for inventory control.

Ford's San Jose plant remained idle last week, also for inventory adjustments.

AMC's Toledo Jeep point, which went down Oct. 5, returned last week.

International Harvester's Ft. Wayne and Springfield facilities will be idle beginning next week (Oct. 26) for inventory control.

TRUCK PRODUCTION IN U. S.†

	Week Ended Oct. 17, 1981	Week Ended Oct. 18, 1980	Week Ended Oct. 10, 1981	Oct. to Date	Jan. 1 to Oct. 18, 1980	Jan. 1 to Oct. 17, 1981
CHEVROLET	9,625	11,508	6,195	19,012	355,667	381,223
DODGE	2,000	.....	2,000	4,824	105,740	75,035
FORD	16,444	17,054	9,970	30,548	450,914	519,388
GMC	3,983	3,989	4,036	9,139	128,023	137,444
INTERNATIONAL	1,325	1,985	1,309	3,161	53,200	59,365
MACK	.....	413	.....	.....	18,892	.....
JEEP	2,000*	1,740*	.....	2,000*	62,455*	78,188*
AM CORP.	50*	85*	50*	120*	6,034*	3,136*
MISCELLANEOUS	1,400*	550*	1,400*	3,360*	30,775*	54,320*
VOLKSWAGEN	940	650	596	1,775	21,896	33,793
Total Trucks, U. S.	37,767	37,974	25,556	73,939	1,233,596	1,341,892

CANADIAN TRUCK PRODUCTION

	Week Ended Oct. 17, 1981	Week Ended Oct. 18, 1980	Week Ended Oct. 10, 1981	Oct. to Date	Jan. 1 to Oct. 18, 1980	Jan. 1 to Oct. 17, 1981
CHRYSLER CORP.	1,600	1,280	1,995	3,595	40,871	66,433
FORD MOTOR	2,565	3,672	373	3,106	148,072	113,664
GENERAL MOTORS	5,072	5,520	6,154	13,687	194,938	216,924
AMERICAN MOTORS	.....	.....	.....	.....	11,644	.....
INTERNATIONAL	260	236	261	521	13,651	9,194
MACK	.....	32	.....	.....	1,738	.....
Total Trucks, Canada	9,597	10,740	8,783	20,909	410,913	406,215
N. American Trucks	47,264	48,714	34,339	94,848	1,644,509	1,748,107

†—Now includes window van production. *—Estimated.
Jeep includes commercial only. AM General includes government-destined vehicles.
AM General will no longer be figured in with North American trucks.

Holiday trims week's output of cars in Canada

Despite the addition of a second shift at Ford Motor's Oakville car assembly point, Canadian auto production last week dropped 10.28 percent below that of the previous week.

It was a short week because of Canada's Thanksgiving holiday (Oct. 12). In addition, one shift was dropped at Chrysler's Windsor car plant.

Although auto production was down as result of the four-day work week, the truck manufacturers showed an 8.13 percent gain with the return of Ford's Ontario truck facility.

Last week's auto output was estimated at 11,391 units, down from 12,696 the previous week, and down 33.72 percent from the comparable 1980 week's total of 17,185.

Year-to-date, car assembly remained below that of the comparable period last year with a total of 650,879 units, down 2.10 percent from 664,838.

Truck production last week was slated at 9,497 units, a gain from 8,783 the previous week, but down 11.57 percent from 10,740 in the comparable 1980 week.

So far this year, the truck manufacturers have assembled 406,215 units, down 1.14 percent from 410,913 in the comparable period last year.

Chrysler Corp.'s Windsor car facility dropped one of its two shifts last week, downscaling production from 560 units a day to 400 a day.

Ford's St. Thomas facility remained idle last week for changeover / inventory control. The point closed Aug. 31.

Also down last week was General Motors Oshawa (No. Two) car facility. The point has been idle since Aug. 6 for changeover and is slated to resume production Nov. 9.

American Motors' Brampton car point will begin second-shift operations today, (Oct. 19).

U. S. CAR PRODUCTION

	Week Ended Oct. 17, 1981	Week Ended Oct. 18, 1980	Week Ended Oct. 10, 1981	Oct. to Date	Jan. 1 to Oct. 18, 1980	Jan. 1 to Oct. 17, 1981
AMERICAN MOTORS	2,000*	3,480	2,000*	4,000*	138,848	101,572*
AMX	.....	.....	.....	.....	.....	.....
Spirit	.....	.....	.....	.....	.....	.....
Concord	.....	.....	.....	.....	.....	.....
Eagle	.....	.....	.....	.....	.....	.....
Pacer	.....	.....	.....	.....	.....	.....
CHRYSLER CORP.	16,100	21,450	15,801	37,011	493,393	637,687
Plymouth Total	5,800	10,150	5,247	12,951	226,738	322,657
Horizon	1,800	3,550	1,545	4,511	129,750	124,143
Reliant	4,000	6,400	3,702	8,440	26,486	188,927
Volare	.....	.....	.....	.....	51,740	.....
Caravelle	.....	100	.....	.....	5,181	2,139
Gran Fury	.....	100	.....	.....	13,581	7,448
Chrysler Total	3,200	2,500	3,721	8,036	64,143	34,555
LeBaron	3,200	1,300	3,721	8,036	49,688	29,693
Chrysler	.....	1,200	.....	.....	14,446	4,862
Dodge Total	7,100	8,800	6,833	16,024	202,512	280,475
Omni	2,800	2,550	2,641	6,627	108,784	110,471
Aspen	.....	.....	.....	.....	36,899	.....
Aries	3,300	5,200	3,222	7,068	20,895	148,999
Diplomat	.....	750	.....	.....	24,485	12,644
Dodge 400	1,000	.....	970	2,329	.....	4,688
St. Regis	.....	300	.....	.....	11,449	3,682
FORD MOTOR	27,889	34,085	23,274	61,201	1,004,467	1,124,444
Ford Division	18,581	23,875	14,945	40,080	721,170	766,399
Escort	9,739	5,901	9,331	22,957	36,132	304,836
Pinto	.....	.....	.....	.....	68,179	.....
Fairmont	3,638	2,994	602	4,567	173,841	152,394
Must./Must. II	.....	4,398	.....	1,666	192,437	128,925
Granada	3,989	4,825	3,792	8,161	79,858	83,416
T-Bird	1,215	3,321	1,220	2,773	97,136	55,942
Ford	.....	2,436	.....	.....	73,587	40,886
L-M Division	9,308	10,210	8,329	21,121	283,297	358,045
Mercury Total	7,246	8,547	6,686	16,706	245,807	308,449
Bobcat	.....	.....	.....	.....	12,445	.....
Lynx	2,601	2,201	2,652	6,509	12,458	103,704
Capri	.....	1,058	.....	337	56,070	42,378
Zephyr	944	851	158	1,135	56,765	44,662
Cougar	1,267	.....	1,448	2,842	16,409	37,778
XR-7	398	3,147	396	1,092	49,279	26,542
EXP	239	.....	242	579	.....	905
Mercury	1,616	1,290	1,639	3,909	42,381	51,973
LN7	181	.....	151	363	.....	507
Lincoln Total	2,062	1,663	1,643	4,355	37,490	49,596
Continental ('82)	1,031	.....	821	2,174	.....	5,081
Lincoln	632	605	448	1,257	15,188	22,034
Mark VI	399	1,058	374	924	31,441	22,481
Versailles	.....	.....	.....	.....	1,861	.....
GENERAL MOTORS	71,158	85,684	70,694	168,040	3,283,826	3,269,622
Buick Division	18,757	14,907	17,392	41,477	624,858	726,995
Skylark	5,778	4,085	4,771	11,611	176,906	224,350
Skyhawk J	.....	.....	.....	.....	.....	.....
Century	1,313	3,262	390	1,729	135,517	88,648
Regal	5,815	3,568	6,368	14,266	162,036	218,217
Buick	4,386	3,052	4,331	10,296	116,023	139,698
Riviera	1,465	940	1,532	3,575	34,376	56,082
Cadillac Division	7,390	4,594	6,859	16,814	157,299	218,860
Cimarron	1,080	.....	700	2,138	.....	19,656
Seville	900	615	884	2,056	27,150	20,740
Eldorado	1,170	1,255	1,149	2,805	42,138	48,697
Cadillac	4,240	2,724	4,126	9,815	88,011	129,767
Chevrolet Division	20,476	36,710	22,458	52,242	1,422,596	1,199,699
Chevette	3,030	9,000	4,894	10,869	377,095	281,450
Cavalier	5,911	.....	5,192	12,979	.....	94,411
Celebrity	841	.....	.....	841	.....	841
Monza ('80)	.....	2,780	.....	.....	135,023	.....
Camaro	.....	2,230	.....	.....	98,477	87,694
Citation	3,852	9,970	1,989	5,906	375,228	261,938
Malibu	3,765	5,810	4,007	9,151	214,692	192,032
Monte Carlo	2,477	3,520	2,777	6,125	91,034	114,066
Chevrolet	.....	2,400	3,167	5,089	95,381	142,828
Corvette	600	1,000	432	1,282	35,666	24,439
Oldsmobile Division	15,503	16,307	15,375	36,675	608,301	699,136
Omega	2,490	1,977	2,418	5,768	92,519	117,850
Cutlass	4,800	8,060	4,849	11,567	303,529	317,500
Ciera	1,394	.....	583	1,999	.....	2,033
Oldsmobile	5,874	5,430	6,628	15,126	182,681	225,634
Toronado	945	840	897	2,215	29,572	36,119
Pontiac Division	9,032	13,166	8,610	20,832	470,772	424,932
Acadiant†	250	280	250	527	16,879	16,738
J2000	2,285	.....	2,399	5,705	.....	61,187
Sunbird ('80)	.....	3,620	.....	.....	120,982	.....
T1000	1,170	.....	2,350	4,346	.....	72,627
Firebird	7	2,058	.....	7	64,692	43,475
Phoenix	1,420	2,915	.....	1,420	115,018	83,232
Grand Prix	1,640	1,880	1,628	3,906	57,792	81,621
Bonneville ('82)	1,640	.....	1,641	3,959	.....	12,999
A6000	620	.....	342	962	.....	962
LeMans	.....	1,895	.....	.....	48,996	42,027
Pontiac	.....	518	.....	.....	46,413	10,064
VOLKSWAGEN	3,760	4,550	4,169	9,597	154,624	137,523
CHECKER	25*	90*	25*	60*	2,515	1,644
Total Cars, U. S.	120,932	149,339	115,963	279,909	5,077,673	5,272,492

CANADIAN CAR PRODUCTION

	Week Ended Oct. 17, 1981	Week Ended Oct. 18, 1980	Week Ended Oct. 10, 1981	Oct. to Date	Jan. 1 to Oct. 18, 1980	Jan. 1 to Oct. 17, 1981
AMERICAN MOTORS	570	.....	697	1,608	.....	27,301
CHRYSLER CORP.	1,164	1,920	92	2,356	60,102	48,407
FORD MOTOR	2,597	5,156	2,907	6,369	204,123	171,972
GENERAL MOTORS	6,880	9,929	8,776	18,869	392,663	394,944
VOLVO	180	180	224	494	7,950	8,255
Total Cars, Canada	11,391	17,185	12,696	29,696	664,838	650,879
N. American Cars	132,323	166,521	128,659	309,605	5,742,511	5,923,371
N. American Trucks	47,264	48,714	34,339	94,848	1,644,509	1,748,107
North American Cars and Trucks	179,587	215,238	162,998	404,453	7,387,020	7,671,478

†—All Acadians and Caravelles are built for sale in Canada. *—Estimated.